



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

Target Enterprises
Attention: Accounts Payable
15260 Ventura Blvd.
Ste 1240
Sherman Oaks, CA 91403-5347

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
960505-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Kathi Thornton	Eagle-Los Angeles	National

Advertiser	Product	Estimate Number
NO ON 37	STOP DECEPTIVE FOOD	274

Flight Dates	Order #	Alt Order #
10/15/12 - 10/21/12	960505	07900703

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/15/12	10/19/12	KCRA-TV News at 6am	5:58am-7:00am	MTWTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 10/16/12 6:52 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAN037011BH \$2,500.00 NM 2 KCRA W 10/17/12 6:28 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAN037013BH \$2,500.00 NM 3 KCRA Th 10/18/12 5:59 AM KCRA-TV News at 6am 5:58am-7:00am :30 CAN037013BH \$2,500.00 NM									
2	10/15/12	10/19/12	NBC Today Show	7:00am-9:00am	MTWTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/15/12 8:51 AM NBC Today Show 7:00am-9:00am :30 CAN037005BH \$2,500.00 NM 3 KCRA Th 10/18/12 7:23 AM NBC Today Show 7:00am-9:00am :30 CAN037013BH \$2,500.00 NM 2 KCRA F 10/19/12 8:44 AM NBC Today Show 7:00am-9:00am :30 CAN037013BH \$2,500.00 NM									
3	10/15/12	10/19/12	KCRA News at 430am	430-5am	MTWTF--	:30	4	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 4 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/15/12 4:51 AM KCRA News at 430am 430-5am :30 CAN0370022H \$450.00 NM 1 KCRA Tu 10/16/12 4:53 AM KCRA News at 430am 430-5am :30 CAN037011BH \$450.00 NM 4 KCRA Th 10/18/12 4:44 AM KCRA News at 430am 430-5am :30 CAN037013BH \$450.00 NM 3 KCRA F 10/19/12 4:53 AM KCRA News at 430am 430-5am :30 CAN037013BH \$450.00 NM									
4	10/15/12	10/19/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 3 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/15/12 12:58 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN0370022H \$1,000.00 NM 2 KCRA W 10/17/12 12:22 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN037011BH \$1,000.00 NM 3 KCRA Th 10/18/12 12:38 PM KCRA-TV News at Noon 11:58am-1:00pm :30 CAN037013BH \$1,000.00 NM									
5	10/15/12	10/19/12	M-F 4-5p	4-5p	MTWTF--	:30	3	\$1,000.00	NM



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Invoice #	Invoice Date	Invoice Month	Invoice Period
960505-1	10/21/12	October 2012	10/01/12 - 10/21/12
Advertiser	Product	Estimate Number	
NO ON 37	STOP DECEPTIVE FOOD	274	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/15/12	10/19/12	M-F 4-5p	4-5p	MTWTF--	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 3 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA W 10/17/12 4:18 PM M-F 4-5p 4-5p :30 CAN037013BH \$1,000.00 NM 1 KCRA Th 10/18/12 4:39 PM M-F 4-5p 4-5p :30 CAN037013BH \$1,000.00 NM 3 KCRA F 10/19/12 4:26 PM M-F 4-5p 4-5p :30 CAN037013BH \$1,000.00 NM									
6	10/15/12	10/19/12	KCRA-TV News at 5pm	4:58pm-5:30pm	MTWTF--	:30	3	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 3 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/15/12 5:13 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CAN0370022H \$3,500.00 NM 3 KCRA Th 10/18/12 5:23 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CAN037013BH \$3,500.00 NM 2 KCRA F 10/19/12 5:24 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CAN037013BH \$3,500.00 NM									
7	10/15/12	10/19/12	KCRA-TV News at 6pm	6:00pm-7pm	MTWTF--	:30	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 3 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/15/12 6:43 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CAN037005BH \$3,000.00 NM 1 KCRA Th 10/18/12 6:29 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CAN037013BH \$3,000.00 NM 3 KCRA F 10/19/12 6:51 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CAN037013BH \$3,000.00 NM									
8	10/15/12	10/21/12	KCRA-TV News at 11pm	11:00pm-11:35pm	MTWTFSS	:30	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTFSS 3 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/15/12 11:24 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CAN0370022H \$3,000.00 NM 1 KCRA W 10/17/12 11:23 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CAN037013BH \$3,000.00 NM 3 KCRA Su 10/21/12 11:29 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CAN037013BH \$3,000.00 NM									
9	10/20/12	10/20/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Sa 10/20/12 8:34 AM KCRA-TV News at 7a 7:00am-9:00am :30 CAN037013BH \$1,000.00 NM									
Total Spots							26		

Payment Terms 30 Days

<u>Gross Total</u>	\$52,300.00
<u>Agency Commission</u>	\$7,845.00
<u>Net Amount Due</u>	\$44,455.00